

Ross School of Business  
West Coast Forum 2010  
*Pursue Your Passion*

West Coast Forum 2010: Pursue Your Passion. Corporate Sponsorship Levels and Benefits					
The following is an overview of the various levels and benefits of sponsorship available for West Coast Forum 2010. Each level offers an opportunity for a unique relationship with the Ross School of Business. By supporting the conference, you become an integral part of the only Bay Area event featuring future business leaders from the Ross School of Business. As this event is entirely student organized and operated, West Coast Forum 2010 depends on your corporate sponsorship to cover the costs of holding the event. Please contact us at the information provided on the cover letter if you have any questions and would like to reserve your spot. We look forward to partnering with you this year!					
Sponsorship Benefits	Platinum Partner	Gold Partner	Silver Partner	Bronze Partner	Corporate Partner
Provide keynote speaker	M				
Advertisement on conference program back cover	M				
Company logo on conference program front cover, event welcome sign, and website home page	M	M			
Half-page advertisement in conference program		M			
Host company roundtable with 2-3 company reps	M	M	M		
Provide education panel speaker	M	M	M	M	
Company description in conference program	M	M	M	M	M
Receive West Coast Forum conference resume book	M	M	M	M	M
Link from West Coast Forum website to company home page	M	M	M	M	M
Information-based mock interviews	M	M	M	M	M
Host table at career fair	M	M	M	M	M
Published Rate	\$3,500	\$1,500	\$1,000	\$750	\$500
The following options are available in addition to the listed sponsorship benefits.					
Case competition - \$1,000 (2-3)*	M	M	M	M	
Host on-site company tour - \$750 (6-7)**	M	M	M	M	M

**\* Case Competitions:**

In the past we have offered an interactive case competition as part of the conference. Feedback from past attendees has indicated that students would have preferred the option to participate in case competitions that incorporated different industries and subject matters. Listening to their suggestions, we would like to offer 2-3 different case competitions which ask the students to analyze and present on a specific business challenge. These case competitions provide companies with an opportunity to gain valuable insight while the participating students get an opportunity to practice their analytical and presentation skills in front of prospective future employers.

**\*\*Company Tours:**

In addition to the conference events on Tuesday, we will be arranging 6-7 company tours on Monday afternoon. These tours will give students an inside view of what it is like to work at your company. This is a great opportunity for students to build their network and see how some of the best companies in the world operate. These are offered separately from the sponsorship packages because the cost of the tour covers the transportation of the students from the conference to the company location. For companies willing to provide transportation, can waive this fee.